

Patrick Feeney

Healthcare Sales, Partnerships & Market Growth Leader

Dallas-Fort Worth Metroplex | patrick_feeney@outlook.com | 469-644-5158 | linkedin.com/in/patrick-feeney-32220713a

PROFESSIONAL SUMMARY

Healthcare sales and growth leader with 10+ years of experience across healthcare SaaS, staffing marketplaces, value-based care, medical devices, clinical environments, and community-based patient acquisition. Proven record of turning around underperforming markets, exceeding KPIs and quota attainment from 120% to 920%, launching new revenue verticals, and building repeatable growth engines through consultative, relationship-driven sales. Deep operating knowledge across skilled nursing, assisted living, independent living, acute care, post-acute care, physician practices, therapy, and Medicare-focused outreach.

CORE COMPETENCIES

- Healthcare SaaS Sales
- Market Turnarounds
- Revenue Growth
- Community Outreach
- Skilled Nursing & Post-Acute
- Pipeline Forecasting
- Salesforce & CRM Discipline
- Full-Cycle B2B Sales
- New Business Development
- Strategic Partnerships
- Value-Based Care
- Assisted & Independent Living
- Contract Negotiation
- Team Leadership & Coaching

PROFESSIONAL EXPERIENCE

Oak Street Health – A Part of CVS Healthspire

Community Relationship Manager / Community Growth Lead | Farmers Branch & Mesquite, TX | **2023–Present**

- Own new patient acquisition, community market growth, and outreach execution for a Medicare-focused primary care clinic serving adults 65+.
- Lead territory strategy and field execution across senior living, subsidized housing, faith-based partners, food access organizations, senior centers, and referral-driven community channels.
- Reversed chronic underperformance in a market previously operating around 70%–80% of target, helping drive sustained performance at 120%–160% of monthly acquisition goals.
- Coach and support Outreach Executives while building repeatable playbooks that convert community education, trust-building, and local partnerships into enrolled patients.
- Plan and execute high-volume outreach through health fairs, educational events, community presentations, and partner activations aligned to clinic capacity, quality, and retention goals.

Throne (Pineway)

Healthcare Consultant / Business Development Lead | **May 2023–Oct 2023**

- Served as the first non-founder hire, responsible for pre-launch revenue generation, early partnerships, and go-to-market execution for a healthcare SaaS startup.
- Built the initial book of business across acute care, skilled nursing, assisted living, and long-term care while shaping the company's early provider and facility growth strategy.

- Designed provider–facility incentive structures, reworked onboarding policies to increase engagement and registrations, and acted as a de facto Head of Revenue & Partnerships.
- Led product discovery and UX direction in Figma to improve marketplace usability and support marketplace liquidity between providers and facilities.

ShiftKey

Regional Account Manager | Dallas–Fort Worth Metroplex | **May 2022–May 2023**

- Inherited a Dallas–Fort Worth territory after six consecutive months of decline and rebuilt regional performance to generate more than \$12M in revenue.
- Won back 12 skilled nursing facilities from competitors within the first 90 days while expanding relationships across skilled nursing, assisted living, independent living, and post-acute care providers.
- Ranked in the Top 5% nationally among approximately 80 Regional Account Managers and earned Region of the Quarter four times plus Region of the Year in 2022.
- Selected to help lead the ShiftKey 3.0 rollout, integrating PT, OT, and SLP providers onto the platform and expanding the solution’s therapy capability.

Pegasus Medical Concepts

Regional Sales Executive | Central Region (TX, OK, NM, AR, MO) | **Jan 2020–Aug 2021**

- Owned a largely untapped five-state territory with fewer than 2% existing customers and built new business across acute care, skilled nursing, assisted living, and procedural settings.
- Managed more than 750 accounts, built a rolling pipeline of approximately \$2.2M, and achieved 200%+ of a \$500K annual quota during a COVID-impacted period.
- Won market share from incumbents by navigating IDN and GPO barriers, selling consultatively to clinical and non-clinical stakeholders, and leading discovery through implementation end to end.
- Balanced 50% travel with disciplined territory planning, prospecting, stakeholder mapping, product trials, delivery, and implementation support.

Robert Half Technology

Account Executive – Infrastructure & Development | **May 2019–Dec 2019**

- Managed full-cycle B2B staffing sales for infrastructure, operations, software, and application development needs, partnering with hiring leaders to solve urgent talent gaps.
- Prospected, qualified, negotiated, and closed contract, contract-to-hire, and permanent staffing engagements while maintaining a strong pipeline of accounts in multiple sales stages.
- Expanded business development efforts through consistent networking, executive meetings, and consultative solution-selling with managers, directors, HR leaders, and C-suite contacts.

IntelliCentrics (formerly Reprax)

Regional Sales Representative | **Sep 2018–Apr 2019**

- Exceeded first-quarter quota by 920%, helping drive higher expectations for new-hire performance.
- Expanded territory coverage from four states to seven, including major health systems, IDNs, and GPO-connected accounts.
- Led executive-level presentations of a healthcare credentialing and SaaS platform while owning prospecting, qualification, negotiation, and close across the territory.

HyPro Medical

Medical Device Sales Consultant (Operating Room) | **May 2018–Sep 2018**

- Supported surgeons, APPs, nurses, and surgical staff in high-acuity OR environments while ensuring represented products functioned reliably during live cases.
- Managed inventory, purchase orders, sterile readiness, and case preparation across multiple sites while strengthening provider relationships to increase product-line utilization.

University Medical Center

Allied Health / Patient Care Support | Lubbock, TX | **Jul 2013–May 2014**

- Supported providers with patient updates and hands-on care responsibilities while gaining exposure to hospital workflows across multiple units and specialties.

Greater Therapy Centers

Physical Therapy Support | The Colony & Carrollton, TX | **May 2012–Aug 2012; Jun 2014–Jun 2015**

- Assisted with physical therapy modalities, patient flow, charting, and clinic operations to reduce therapist workload and improve visit efficiency.

Texas Tech University

Undergraduate Research Volunteer | Lubbock, TX | **Jan 2013–May 2013**

- Contributed to a NASA grant-funded bacteriophage research project, gaining experience with advanced laboratory equipment and research processes.

Best Buy

Sales Associate | Frisco & Lubbock, TX | **Aug 2008–Aug 2011**

- Recognized for leading the department in in-home services and protection-plan attachment rates within computer, tablet, and software sales.

EDUCATION & CLINICAL FOUNDATION

University of North Texas Health Science Center | 116/120 credits completed toward M.S., Physician Assistant Studies

Texas Tech University | B.S. in Kinesiology (Pre-PA), Minor in Biology

Clinical foundation: Completed 10+ full-time clinical rotations spanning inpatient medicine, emergency care, family medicine, psychiatry, surgery, orthopedics, pediatrics, endocrinology, and underserved community care.

CERTIFICATIONS & TECHNOLOGY

Certifications: EMT-B, ACLS, BLS, CPR

Technology: Salesforce, HubSpot, Microsoft Office, Google Workspace, Epic and 10+ EMRs, Figma, Canva, WordPress, LinkedIn Sales Navigator, ZoomInfo, Apollo, Outreach, RingCentral, Zoom Phone, Calendly, Mailchimp, SendGrid, Atlassian, Asana, Notion, Looker, Snowflake, Slack, Microsoft Teams, Mac OS, Windows, Linux, AI and LLM workflow tools.